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Minutes, Arts & Sciences Academic Affairs Committee Meeting, Tuesday, October 17, 2006

Arts & Sciences Academic Affairs Committee

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Academic Affairs Committee Meeting Minutes October 17, 2006

In Attendance: Sharon Carnahan (Chair), Carolyn Carpan, Jay Yellen, Hoyt Edge, Thom Moore, Ben Balak, Marie Shafe, Ed Cohen, Dana Hargrove, Lisa Tillmannn, Ed Royce, Scott Rubarth, Roger Casey

1. The minutes from the October 3, 2006 meeting were approved.

2. New Business

- a) The committee met with members of the Critical Media and Culture Studies Major planning committee to review their proposal. Lisa Tillmannn introduced the proposal, stating it represents five years of work. The Major is a response to the world students live in; students live in very different world from faculty. Ed Royce said he supports the program because it fits with the college mission of responsible citizenship. Ed Royce and Lisa Tillmannn both argued that Rollins students need to understand media to be fully literate in the twenty-first century. Lisa Tillmannn summarized the major: it combines 5 core courses with 5 electives and 4 approved credit hours in Information Technology. Core competencies of the program focus on critical thinking, written communication, oral communication, media literacies, and multicultural perspectives. AAC members asked the following questions:
 - Ed Cohen – Will students be attracted to this major?
 - Lisa Tillmannn – Some students who try it will likely switch majors, but students will be attracted to it.
 - Sharon Carnahan – What about students who want careers in public relations and advertising? How does this major serve these students?
 - Lisa Tillmannn – The major will produce media practitioners who could be responsible citizens with the knowledge and understanding of contemporary media.
 - Roger Casey – We need our students to become “proteurs” – a mix of professional and amateur – creators of media rather than passive recipients of media.
 - Marie Shafe – No course addresses advertising specifically?
 - Lisa Tillmannn – COM 315 addresses advertising – one third of the course is spent analyzing and deconstructing ads.
 - Marie Shafe – What about psychology of advertising?
 - Lisa Tillmannn – Sociology is my background, but it would be great to have psychologists working in the major.
 - Roger Casey – Program gives students the tools and vocabulary to analyze contemporary media; we could create courses focusing on

different media, but a better approach is to make the program interdisciplinary.

- Ed Cohen – Enrollment would come from migration from other departments?
- Lisa Tillmannn – We could either increase enrollment or get students from other departments.
- Ed Cohen – The proposal states that Visiting Professors would be relocated to this new major?
- Lisa Tillmannn – Yes. I would also cross-list my courses with the Communication Department.
- Sharon Carnahan – How does COM Department feel?
- Lisa Tillmannn – They support the proposal.
- Ed Cohen – Can we afford to move visiting professors?
- Roger Casey – Visiting Professors can be moved around. This new program will bring new students to Rollins.
- Ed Cohen – Faculty will be concerned about moving visiting professors around and possibly losing lines.
- Roger Casey – How do we accommodate students it will attract – growth or relocate students?
- Sharon Carnahan – We need to think about equipment to support program – can we afford it?
- Lisa Tillmannn – Yes.
- Scott Rubarth – Equipment becoming cheaper and more ubiquitous.
- Hoyt Edge – This proposal needs to address the problem of course level – students will need to take more upper level courses.
- Roger Casey – This proposal needs to provide more information about 300 and 400 level courses.
- Sharon Carnahan – We want to see more information about electives and paths students can take in the major.
- Thom Moore – Adding 50 new students a show stopper. Can we get this to the faculty without more students?
- Marie Shafe – Rather than focusing on numbers, let's focus on the strengths of the program and the enrichment of the curriculum.
- Ed Cohen – Faculty concerns will include do we want to staff a new program with one tenured professor and two visiting professors. We need to show more staffing commitment to program.

- Sharon Carnahan – We also want to know how the major addresses advertising and whether conservative students will be able to navigate this major, given the emphasis on postmodernism.
- Lisa Tillmannn – Students need to be comfortable with discomfort. The political approach is inclusive and doesn't focus only on postmodernism.
- Ed Royce – This major is not dominated by postmodernism.
- Marie Shafe – How is interdisciplinary process addressed in courses?
- Lisa Tillmannn – Students will learn how to read media as cultural texts.
- Sharon Carnahan – Summary – AAC likes the proposal but here are issues that still concern us:
 - 1) The path through the 300 and 400 level classes needs to be more detailed.
 - 2) The list of electives needs to be more detailed.
 - 3) Do students need to pick a concentration?
 - 4) Emphasize keeping program small on purpose.
 - 5) Address how program enriches the curriculum.

The committee will review the proposal and the presentation and Sharon Carnahan will report recommendations back to Lisa Tillmannn.

The next AAC meeting will be on Tuesday, October 24 at 8:15 am in the Warden Dining Room.

Carolyn Carpan,
Secretary